

## Experience the Business

## Behind the Magic

# Organizational Creativity

Presented by  
The Disney Institute

The most productive way to experience the Disney Approach is through our multi-dimensional 3½ day program. This in-depth look at Disney's business case for creativity will teach you how to inspire your organization to the next level of innovation. You will have the opportunity to:

- Travel "backstage" to see the Disney creative culture in action
- Examine the Disney structural systems that encourage innovation
- Learn ways to adapt our successful strategies to your organization.

For your first event at the Walt Disney World® Resort, you will enjoy an afternoon reception and meet your facilitators. They will introduce you to the Disney definition of Organizational Creativity and take you on a field experience that draws from Disney's collaborative heritage.

### Day One:

**Organizational Identity:** Examine how organizational identity keeps creative energy focused.

- Participate in Field Experience – Visit a Walt Disney World® Resort attraction to see how the identity of the attraction is in line with the organizational identity
- Understand how Organizational Creativity contributes to sound judgments regarding risk
- Perform an Application Activity



## 3½ Day Program Agenda

All programs require a minimum of 20 Guests, and will accommodate a maximum of 70 Guests.

## Day Two:

**Structural Systems:** Discover how Walt Disney World® Resort continually improves the systems of our creative process to make our operation more productive.

- Hear how structural systems can inspire innovation
- Participate in Field Experience – Travel to the backstage of Walt Disney World® Resort to discover how to nurture a culture where new ideas are expressed
- Perform a Collaborative Application Activity



## Day Three:

**The Leader's Role:** Identify the relationships an effective leader must develop in order to ensure organizational creativity.

- Develop your Action Steps for Organizational Creativity
- Interact with Disney leaders
- Prepare a storyboard presentation of your action steps

**Disney Leader Presentation:** Hear how the Walt Disney World® Resort has influenced them and in turn, how this leader has made a difference.

**Program Graduation & Luncheon:** Celebrate your experience!